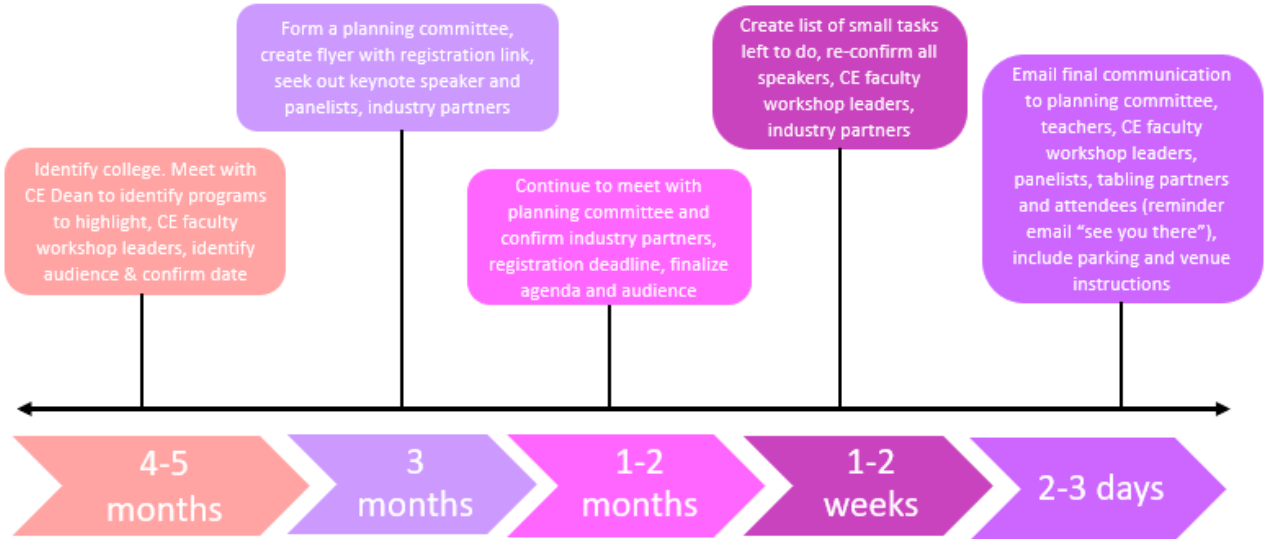


**San Diego & Imperial Counties Community Colleges
 Promising Practices
 Multi-Program Large Scale Community College Event**

Event purpose: Educate students about high wage, high-demand jobs through career awareness and exploration in multiple industry sectors. Increase awareness of and enrollment in Career Education programs at CA Community Colleges.

Event components: 150 middle or high school pathway students, district/site support, industry involvement, community college campus (CE faculty and outreach department).

Timeline overview:



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Event sample agenda:

Workshop		Location
A	Manufacturing Engineering Technology	Bldg. T, Rm 251
B	Machine Technology	Bldg. T, Rm 195
C	Electronics Systems / Electricity	Bldg. T, Rm 301
D	MESA / Engineering	Bldg. T, Rm 393
E	Air Conditioning, Refrigeration, and Environmental Control Technology (AIRE) & Energy and Geo-Environmental Engineering (EGEE)	Bldg. T, Rm 221
	Education & Career Program Booths	Schwartz Square Bldg. A

Agenda	Time	Red	Blue	Yellow	Green	Orange
Check-in	08:30 - 09:00 am	Saville Theater				
Welcome, Map, and Groups	09:00 - 09:20 am	Saville Theater				
Keynote Presentation	09:20 - 10:00 am	Saville Theater				
Workshop 1	10:10 - 10:35 am	A	B	C	D	E
Workshop 2	10:40 - 11:05 am	B	C	D	E	A
Workshop 3	11:10 - 11:35 am	C	D	E	A	B
Lunch, Education & Career Program Booths and Opportunity Drawing	11:35 - 12:40 pm	Schwartz Square				
Workshop 4	12:50 - 1:15 pm	D	E	A	B	C
Workshop 5	1:20 - 1:45 pm	E	A	B	C	D
Evaluations - collect evaluations at the end of Workshop 5	1:45 - 1:55 pm	Workshop 5 location/room				
Closing - reconvene and head back to bus drop-off location	1:55 - 2:00 PM	Schwartz Square				

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Detailed timeline:

4-5 months

- Identify college campus location for event; at least one area on campus needs to hold up to 150 students
- Schedule meeting to get buy in from the CE Dean and/or Associate Dean; this gives them enough time to pitch the idea to their faculty who will lead the hands-on workshops (this could take several weeks)
- Prepare a “mock up flyer” for this meeting; flyer to have a tentative date, location and time; having a visual document is important
- At meeting with CE Dean and/or Associate Dean:
 - confirm date; have potential dates already in mind, take into consideration K12 district calendar (winter, spring and fall breaks)
 - confirm college CE programs to highlight
 - confirm target audience; middle or high school pathway students aligned with sectors, could be open to the region or feeder schools
 - confirm that hands-on workshops are not lectures, rather interactive and fun for HS students (i.e. live demonstrations, videos, simulations, role playing, labor market information, career options)

3 months

- Form a small planning committee to meet 1x per month: CE Dean or Associate Dean, faculty (who will lead the workshops), campus facilities (rooms, AV, tables, chairs) and outreach dept. (student ambassador volunteers)
- Create a google form registration link for the K12 teachers; set limit on # of pathway students from each school (i.e. one teacher registers their class of 35 students)
- Finalize and send event flyer to target K12 teachers/district contacts; identify, time, date, college campus, CTE programs, keynote speaker, giveaways and registration link
 - Keynote speaker should be dynamic, have a connection to the pathway(s) the students are in, and/or one of the careers in the highlighted college programs
 - Provide the keynote speaker with information about the audience, and suggestions to present about (i.e. your career path, labor market information, etc.)
- Seek out industry partners for keynote speaker, panelists, booths at lunch that tie into the highlighted college programs; invite them to get involved, email flyer with event information & specific details
 - Give yourself enough time to do this. You may need to email/call industry several times.

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1-2 months

- Continue to meet with small planning committee: CE Dean or Associate Dean, faculty (who will lead the breakout sessions), campus facilities (rooms, AV, tables, chairs) and outreach dept. (student ambassador volunteers)
- Continue to confirm industry partners for keynote speaker, panelists, booths at lunch
- Begin to finalize agenda; workshops, keynote speaker, panelists, industry & college tabling partners
- Send preliminary logistics email to planning committee, speakers, industry and college partners
- Registration deadline for K12 teachers/districts via Google form
- Send registration confirmation and preliminary logistics email to K12 teachers/districts
- Request photo release form from college (English and Spanish)
- Confirm photographer, this usually a student from the college
- Request college leadership to give welcome, prepare talking points and slide deck
- Coordinate with Outreach Dept. for drawstring bags and other swag
- Email Google registration form to recruit volunteers. Work with the Outreach Dept. to recruit their student ambassadors/staff to serve as volunteers.

1-2 weeks

- Schedule site check /walkthrough with planning committee
- Secure coffee/continental breakfast for presenters
- Create event signage
- Gather branded tablecloths/banners
- Send final logistics email to planning committee, speakers, industry and college partners (include parking passes)
- Collect rosters and send final logistics email to K12 teachers/districts (include bus drop off/pick up details)
- Create student/teacher evaluation, [link](#)
- Purchase snacks and water for students
- Gather event supplies, including all check-in supplies
- Use student roster to assign a group color to each student & teacher
- If finalized, print: check-in lists, agendas, evaluations/stamp cards, colored folders, nametags
- Purchase/gather prizes for opportunity drawing for students
- Purchase/gather thank you gifts for keynote speaker, panelists, industry partners
- Create and finalize volunteer roles, send role confirmation email to volunteers

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2-3 days

- Send final reminder email “see you there” to planning committee, speakers, industry and college partners (include parking passes)
- Send final reminder email “see you there” to K12 teachers/districts (include bus drop off/pick up details)
- Send final reminder email “see you there” to volunteers (include parking passes)
- Assign roles to planning team, point of contacts for: check-in, leadership, facilities, volunteers, industry partners and speakers
- If haven’t yet printed: check-in lists, agendas, evaluations/stamp cards, colored folders, nametags
- Set staging area for all event supplies to load into cars day before event
- Coordinate easy drop of/unloading of event supplies with college campus

Day of

- Pick up coffee/continental breakfast
- Unload cars and greet planning committee, get everyone in place
- Set up check-in, this is easier to do before volunteers arrive
- Greet volunteers, provide brief 10 minute training
- Greet photographer, train them on key photos to take (candid and posed shots of students, avoid taking photos of students with colored lanyards, be sure to get photos of industry partners display of their banner/logo/rep, and photos of speakers and faculty leading workshops)
- Greet college leadership, keynote speaker and workshop leaders; make sure everyone has what they need
- Introduce keynote speaker/industry partners to college leadership
- SMILE and have fun! No planning Day of Event only execute and troubleshoot! High school students need to have a SUPERB experience at the college, so make it fun and engaging.

1-2 weeks post

- Gather photos from photographer
- Create summary of student/teacher evaluations, [link](#)
- Send thank you email to planning committee, industry partners and K12 teachers/district contacts (be sure to include # of students served and link to online pictures)
- Be sure to thank industry partners, always leave the door open for future collaboration
- Schedule wrap-up/debrief meeting with planning committee

Resource library

- San Diego & Imperial Counties Community Colleges resources:
 - San Diego & Imperial Counties Community Colleges Career Education: <https://careered.org/>
 - San Diego & Imperial Counties Community Colleges Regional Consortium - Sector Regional Directors for Employer Engagement: <https://myworkforceconnection.org/>
- Work-Based Learning resources:
 - A Middle School Career Development Continuum: <https://myworkforceconnection.org/resources/a-middle-school-career-development-continuum/>
 - A High School Career Development Continuum: <https://myworkforceconnection.org/resources/a-high-school-career-development-continuum/>
 - Applied and Work-Based Learning Benefits: https://myworkforceconnection.org/wp-content/uploads/2019/12/SD-Imperial-WBL-Benefits-Sheet_091119.pdf
 - K14 WBL Glossary: <https://myworkforceconnection.org/resources/k14-wbl-glossary/>
 - K14 Applied and Work-Based Learning Infographic: <https://myworkforceconnection.org/resources/k14-applied-and-work-based-learning-infographic/>
- Career Guidance/Development resources:
 - O*Net Online: <https://www.onetonline.org/>
 - My Next Move Career Videos: <https://www.mynextmove.org/find/videos>
 - California Career Zone web-based career exploration: <https://www.cacareerzone.org/>
 - Road Trip Nation Career Exploration Videos: <https://roadtripnation.com/explore>
 - San Diego Workforce Partnership Priority Sector Posters <https://workforce.org/posters/>
 - Centers of Excellence Priority Sector Posters: https://myworkforceconnection.org/wp-content/uploads/2018/12/Posters_Priority-Emerging-Sectors_24x36_2018-11-28-1.pdf
 - Employment Development Department Employment Projections: <https://www.labormarketinfo.edd.ca.gov/data/employment-projections.html>
 - The California Career Center: <https://www.calcareercenter.org/>
- Labor Market Information (LMI):
 - Centers of Excellence for Labor Market Research, San Diego and Imperial Counties: <http://www.coecc.net/region/SanDiegoImperial.aspx>
 - San Diego Workforce Partnership: <https://workforce.org/reports/>
- San Diego and Imperial Counties economic and workforce development ecosystem:
 - San Diego Regional Economic Development Corporation: <https://www.sandiegobusiness.org/>
 - Imperial Valley Economic Development Corporation: <http://www.ivedc.com/>
 - South County Economic Development Council: <https://www.southcountyedc.com/>
 - East County Economic Development Council: <https://eastcountyedc.org/>
 - North County Economic Development Council: <https://www.sdnedc.org/>

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- Other economic resources such as government agencies or sector specific associations. The latter are usually governed by a national headquarter but have chapters in most states and large cities. Some examples:
 - *Advanced Manufacturing*
 - Society of Women Engineers: <https://swe.org/>
 - Society of Manufacturing Engineers: <https://www.sme.org/>
 - National Institute of Standards and Technology: <https://www.nist.gov/topics/manufacturing>
 - *Advanced Transportation & Logistics - also includes careers in renewable energy*
 - California Advanced Transportation and Logistics Sector website: <https://atleducation.org/>
 - The Solar Career Map: <https://irecsolarcareermap.org/>
 - Cleantech San Diego: <https://cleantechsandiego.org/>
 - *Business and Entrepreneurship*
 - Small Business Administration: www.sba.gov
 - CA Community College Business & Entrepreneurship Sector: <https://www.businessandentrepreneurship.net/>
 - *Health*
 - Health workforce Initiative: <https://ca-hwi.org/>
 - Human and Health Services Agency: <https://www.sandiegocounty.gov/hhsa/>
 - *Information Communication Technologies & Digital Media*
 - San Diego Cyber Center of Excellence: <https://sdccoe.org/>
 - CA Community College Information Communication Technologies & Digital Media Sector: <https://ictdmsector.org/>
 - *Life Sciences & Biotechnology*
 - California Life Science Association: <https://califesciences.org/wp-content/uploads/2017/12/CLSAs-2018-CA-Life-Sciences-Industry-Overview-Infographic-Final.pdf>
 - Biocom, Life Science Association of California: <https://www.biocom.org/>